

# Search Engine Optimization Audit

## A 360 degree view of your SEO implementation



The stakes for implementing a sound SEO strategy are high, and the payoff can be game-changing.

### How do you get SEO to deliver value to your business?

Your search engine profile can be one of your most powerful assets. It can work on your behalf to deliver your site to interested prospects at the right time while helping keep your costs low. Optimizing your SEO approach is a crucial component of effectively and efficiently delivering qualified prospects to your site, and requires a proven, comprehensive approach. Search engine optimization is often thought of as a 'dark art', filled with link-stuffing and keyword gaming to artificially (and temporarily) boost your SEO ranking. Incomplete or (even worse) disreputable approaches can do more harm than good as search engines continue to refine their algorithms to punish organizations that are trying to manipulate their search quality scores. The cost of a poor SEO approach is higher than most marketers are comfortable with, though the cost for not doing enough may be even higher.

### Reaping the benefits of SEO with Cardinal Path

When done right, the payoff from a sound SEO strategy can be impressive, and holds implications across a number of key areas. Most importantly, traffic acquisition costs fall, and given that organic visitors tend to be some of the best-converting prospects across industries, conversion costs can fall in turn.

***Inbound leads, like those from SEO, cost 61% less than outbound leads.***

Competitively, a smart approach to SEO can effectively block-and-tackle other companies vying for the same high-value visitors. Every incremental organic visit to your site is one less prospect for your competitors, and one more opportunity for you to convert.

Strategically, improving your SEO can directly improve your overall brand awareness. By climbing the organic listings for related keywords, you're able to communicate your site's offerings and value proposition to consumers more effectively, and more often.

**Cardinal Path's SEO Audit will provide a clear picture of your SEO profile. You will gain a solid understanding of:**

- » How to monitor SEO performance
- » Next steps – actions to take right away for improved performance
- » How to advise and direct stakeholders
- » Which items are your highest priorities moving forward

### Launching a site?

Site launches are a great time to incorporate an SEO review and cover off key areas, including:

- » Information architecture review
- » Wireframes
- » Copywriting audits
- » Coding
- » Validation of best practices

As a foundation of SEO strategy, you need to develop clarity around the “Language of Demand” - keywords that can guide content strategy and consumer insight. When you understand which words visitors are using to find you (and your competition), not only can you align your content to take advantage of this, but you’re able to understand your customer more deeply and gain a line of sight into how they think and talk about your business. This rich data can feed other parts of your business and help guide product development, offline marketing, and even your social media content. With clarity comes opportunity.

## A Four-pronged Comprehensive Review

Cardinal Path’s SEO Audit evaluates your search engine optimization profile from four perspectives, balancing the technical side of SEO with the content-based aspects.

### 1 – Technical Review

Highlight the aspects of your site that impact search engine crawlers and ultimately influence page rankings. This robust analysis will provide you with a prioritized task list which will enable effective improvement in areas such as site folder structure, XML site maps, robot .txt files, 301 redirects, 401 errors, page duplication and canonical tags, and code base assessment.

### 2 – Content review

Assesses the relevancy and performance of your site from a content perspective with actionable recommendations to improve. Focusing on keyword selection, on-page content and metadata, some of the items that are included in this review are page URLs, title and description tags, page headers and sub-headers, anchor text and copy, keyword alignment, internal linking structure, on-site search analysis, back-link structure, off-page SEO profile.

### 3 – Competitive Analysis

A thorough investigation and examination of competitor site profiles. By surfacing information on the competitive SEO landscape through a comparison of backlink profiles, social media presence, and SEM presence, we rank your competitor set against a list of keywords to provide you with a full review of content, universal listings, search engine results page (SERP) rankings, and linkages.

### 4 – Keyword research

This research will inform content creation and will help you to fully understand the impact of keywords on your traffic, content strategy, visitor engagement and segmentation. This research reveals the vocabulary used by visitors to find your site and further investigates audiences to provide insight-rich, actionable findings.

### Each audit delivers to you...

- » An Excel-based spreadsheet with categorized keywords and their post-click impact on visitor engagement.
- » Full knowledge transfer of all findings
- » Hands-on support for implementation of critical recommendations
- » Optional ongoing support and management for continued optimization

## Get started!

Let Cardinal Path take the mystery out of driving organic traffic with an SEO audit that delivers immediate results and sets your site up for success over the long-term by establishing the foundation you need for ongoing SEO best-practices.

**We’ll show you how. Contact us today:**

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Cardinal Path is a premier digital data analytics firm that works with the world’s most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.